



January 27, 1995

J.T. JONES  
Chain Accounts Manager

400 Raritan Center Parkway  
Raritan Center  
Edison, NJ 08837  
908-225-4774  
Fax 908-417-9076

TO: F. E. Cook  
G. P. Mitchell

RE: Home Liquors/1st Quarter Co-Marketing Promotion

Gentlemen:

Home Liquors has authorized our 1st Quarter Co-Marketing Promotion for the following stores (letter of authorization attached).

#75  
Saddle River Road  
So. Hackensack  
122611

#360  
Bloomfield Avenue  
Verona  
122612

#480  
Market Street  
Newark  
123006

#1277  
Springfield Avenue  
Irvington  
123007

Additional SALEM product will be ordered by participating stores prior to 2/6/95. Home Liquors' \$2.50 coupons are attached (67 coupons per store). Coupons are to be affixed to cartons of SALEM and placed in temporary floor base displays with riser cards. Coupons redeemed by stores will be returned to their Headquarters for payment.

Your continued assistance with this chain is appreciated.

Sincerely,

  
J. T. Jones

JTJ/ams

Attachments

cc: J. Bellias/Home Liquors

M-2

DM	Y&L	RM
1224		
1225		
1226		
1227		11, 12
1228		
1229		
1230		6, 7
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

51853 3402

"We work for smokers."

## Home Liquors 1st Quarter 1995 Co-Marketing Promotion

- Promotion:
  - Carton coupon promotion
- Consumer save \$2.50 off the purchase of a carton of salem, all brand styles)
- Co-marketing dollars accrued for 1st quarter, ( \$ 672 )
- Qualifying stores :
  - #75                      #360                      #480                      #1277
- Co-marketing promotional dollars accrued per store: \$ 168.
- Number of coupons per store - (67)
- Utilize temporary 60 carton displays with riser card
- Timing: February 6, 1995
- RJR sales representatives will place displays

■ Authorized by: James A. Bell, Title: General Mgr., Date: 1/24/95

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